

JUN -5 1925

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THE GAMBLING FOOL

Photoplay in five reels /

Directed ^{ion} ~~ed~~ by J.P. McGowan

Author of the photoplay (under section 62)
Independent Pictures Corporation of U.S.

THE BEST BET IN THE INDEPENDENT MARKET

LAY YOUR CHIPS ON THIS PRODUCTION AND YOU'LL COME OUT WITH A WINNER

JESSE J. GOLDBURG
PRESENTS

Franklyn Farnum

THE GAMBLING FOLK

RUTH WYER, JOSEPH WYER AND HARRY NORTHROP

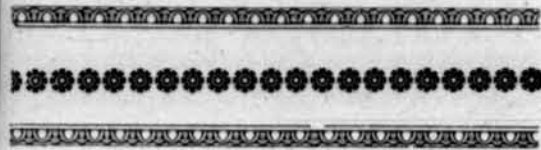
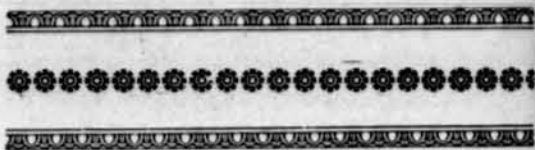
THE FIRST OF A NEW SERIES OF
"WESTERNS THAT ARE DIFFERENT"

"POPULARITY
MUST BE DESERVED"

PERSONALLY DIRECTED BY
J. P. MCGOWAN

YOU CAN SAFELY BET YOUR BANKROLL ON Franklyn Farnum &
AND DISTRIBUTED BY
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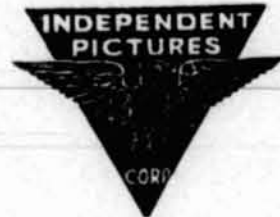
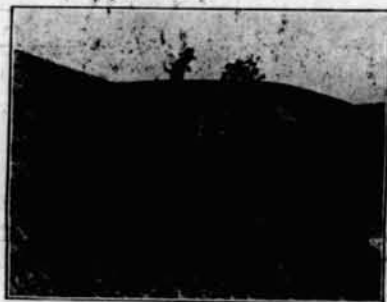
The LOBBY

CLEAR cut, snappy cards that will brighten up your lobby. Eight 11x14's carefully selected for their attention getting value and executed in

SEVEN COLORS!

Give them the display they deserve—they will repay you many times over.

(The 22x28's appear on the inside back cover)



The image shows a dark, almost black, book cover. A vertical line or crease is visible on the left side, indicating the spine of the book. The surface appears slightly textured, and there are some faint, lighter-colored marks or smudges near the bottom center. The overall appearance is that of a plain, dark-colored book cover.



100

FRANKLYN FARNUM

Jack Stanford, The Gambling Fool.....*Franklyn Farnum*

'Stringy' Hawkins, Jack's Partner.....*Otto Myers*

'Plump' Parker, Jack's other partner.....*Fred Holmes*

'Lightning' Cass, Jack's enemy.....*Harry Northrup*

'Bud' Fitzroy, Cass's right hand bower.....*Jack Pearce*

**George Morgan, unfortunate owner of the Morgan Ranch
Ralph Yearsley**

Morgan's neglected child.....*Mary Louise Montague*

George Hartford, one of New York's oldest names..*Jos. W. Girard*

Mary Hartford, his daughter.....*Ruth Dwyer*

"THE GAMBLING FOOL"



THE STORY



For pure unadulterated meanness, the sun-blistered county seat had every town in the Southwest faded both ways from the ace.

The dust rose in clouds as a band of wild riding horsemen circled three unfortunates grouped in the center of the street. Rings of smoke drifted up as the '44's were discharged, the men in the ring dodged the lariats that were thrown from time to time by experienced hands.

Two of them looked like desert rats. One was short and plump, with a few days' growth of beard that did not enhance his beauty. "Plump" by name and "plump" by nature. His comrade was long and gaunt with a weather-beaten face of a son of the desert. The third was a strange contrast—tall and young, clean cut, of athletic build. He was "The Gambling Fool," and on both sides of the Rio Grande the gambling houses shut their doors when he approached. Jack Stamford, he always played the game with both hands on the table.

To one side, a horseman pulled away from the group of riders. "Bud" Fitzroy was sudden in quarrel and reckless of sequel. A hardwood finish to a mahogany face, alert and cruel he looked the very devil to lead a reckless enterprise.

Jack dodged a rope—he came back to his feet and with a laugh turned to "Stringy."

"Gamble a stack o' blue chips I get the next one," he announced. Stringy eyed him.

Bud, watching, threw a lariat. Straight and true it dropped over Jack's shoulders, but quicker than Bud, Jack picked up the loop and dropped it over the end of the hitching rail. As Bud galloped away the lariat tightened, and unexpectedly Bud was catapulted on the ground. With a bang he hit the dust, then aroused and wondering, he staggered back to his feet. Jack was not idle, turning with the speed of a deer, he leaped to the hitching rail and as one of the horsemen galloped past, he threw himself behind the saddle. The cow pony turned and down he went. It was too much for the rider, and he turned on Jack. The battle was short and sweet. A right upper cut and the rider went down. Bud Fitzroy seeing the turn of the fight, called to his men. Jack heard the acid in his

voice and with a bound he jerked the Winchester from the scabbard hanging alongside the rider's horse.

"Call your dogs off!" he commanded Bud. The glare of the muzzle did not bother Fitzroy.

"We don't allow desert rats to even draw their breath here," he countered. Jack watched him from hard grey eyes.

"I don't figure on drawing anything but dirty deuces from the pack you deal with," he admitted. A messenger hurried in to Bud. "Cass wants yu'h right away," he snapped. It was enough for Bud. With a hurried murmur to his men, he followed the messenger out. Without his leadership the attempt to run the trio out of town fell and the Gambling Fool with his comrades turned to their waiting burros as the townspeople watched idly.

"Unless your taxes are paid by 6 o'clock tonight, the ranch will be sold at auction," volunteered one of Cass's men as he leaned over the pommel of his saddle intently watching Morgan as he drew a few bills from his pocket and carefully counted them. "I'm short a little but I'll make it up in town," Morgan advised them as they rode away with a grin of interest.

The construction of a huge dam in the canyon had made the Morgan Ranch a very valuable piece of property and "Lightning's" envious eyes turned towards the run-down dilapidated place. Morgan was ignorant and selfish, and was responsible for his own ruin. His wife had died sometime previously, leaving in his care a young child barely eighteen months old. This, too, was neglected in accord with the general condition of Morgan and his ranch.

In New York George Hartford and his daughter were in the midst of an argument—Mary read a letter from Cass that had only just arrived.

"And after the death of your sister, Morgan and I became good friends. Not only would your presence here be a help to him but a great comfort to the baby."

Her father gave in—"If you're determined to go, I can't stop you, but I won't have Morgan in the house." Satisfied that she had gained her point, Mary left the room as her father watched her go.

(Continued on reverse side)

Cass heard of Morgan's arrival in town and sent his men to take advantage of Morgan's gambling weakness to inveigle him into a game and separate him from the money that he had to pay the taxes that day. Stanford and his partners watched the by play from Spanish Pete's and hearing the story of Morgan's difficulties he decided to take a hand in the game as he always gambled with the under dog.

In the game that ensued Jack won the ranch, which was transferred to him by Morgan. At the same time he learned that unless the taxes were paid by six o'clock the ranch would be sold. Desperate, Cass tried to prevent this being done but he and his henchmen were outfigured by the Gambling Fool and the deed was recorded on the stroke of six. In the excitement that ensued following the game Cass shot Morgan through the poker room door after wrestling from Morgan the huge revolver that he carried in his shirt. It was of peculiar calibre and the Sheriff remarked to the Doctor that it was the only one of such construction in the county.

Jack and his partners took possession of the Morgan Ranch and were astounded to hear a small pitiful cry for help. In amongst a lot of old rags, in a wooden box, they unearthed the baby and the three of them united their efforts in getting the baby food and making it comfortable.

Mary arrived in the county seat and was greeted by Cass who made her feel at home. Inquiring for Morgan, Cass told her that some desert rats had arrived in town and had deliberately shot Morgan in an attempt to gain possession of the ranch. Mary realized that her niece was in the hands of its father's murderers and she silently consented as Cass sent his men out to abduct the child and bring it to town.

Mary left for the village post office to mail a letter to her father and there she met Jack who had come to town to transfer the deed to the baby's name as the trio had practically decided to raise the child and bend every effort in making it happy. The meeting between the two, although unknown to each other, began a romance that was reflected in the girl's eyes as she hastily bid Jack a "good-by" and left.

(Story Continued)

At the ranch "Stringy" who was behind with the baby, was attacked by Cass's men and knocked unconscious, the ruffians escaping with the baby which was delivered to Mary at Cass's home. Returning to the place Jack learned of the abduction and decided to retaliate by visiting Cass's home that night.

That night Jack made his way into Mary's room where the baby slept and succeeded in getting the child into the hands of "Plump" and "Stringy," who waited outside. As Jack was leaving Mary was awakened and confronted the intruder. "You have stolen my baby!" "Your baby!" queried the astonished Jack as he recognized the girl of the store. Then the girl saw through the whole complex situation. "You, too, are the man who murdered John Morgan," she gasped—but Jack smilingly shook his head. "I never killed a man in my life." In the sitting room Fitzroy told Cass that the rats were in town headed towards his place. Suspicious, Cass rapped on Mary's door. "Go, please, go while you're safe," and Jack safely made his escape. Cass confronted the girl and the empty crib. "I don't believe he murdered Morgan, he's turned the ranch back to the baby—he told me so." The surprised Cass ordered Fitzroy to discover if the deed had been recorded as transferred.

Fitzroy reported to Cass that the transfer had been recorded, and immediately Cass realized that something had to be done. "You're the baby's legitimate guardian as its nearest relative," he advised the girl, and to Fitzroy he ordered, "Bring the baby back to me and run those rats off the place." Fitzroy turned to go as Mary threw herself on him—no—no—she pleaded—it's not so—he's alright and the baby is safe—" Cass, furious at the interference, hastily locked her in her room. Fitzroy took the girl's side and in the argument that ensued he fell a victim to Morgan's gun in the hands of Cass. Hastily the girl fled through an open window and warned the Sheriff as Cass with his confederates mounted and rode away towards the ranch.

Mary understanding Cass's duplicity commandeered a trap to warn Jack of approaching danger. On the road Cass saw and recognized her, just as Jack watching the pursuit saw the buggy pursued by the horsemen career over the sky line. Into the saddle and away. He dashed alongside the buggy and made a safe jump beside the panic-stricken girl. Drop off and head for the ranch—I'll lead Cass and his men astray," he commanded, and the girl dropped to one side of the road and sped towards the ranch house as Jack in the buggy hit a bump and the wagon crashed to bits down the hill.

Cass and his men surrounded the house. Inside the two men and the girl protected themselves and when

Cass saw that he couldn't gain an entrance through the bottom part of the house he sent his men to force an entrance through an attic window. Jack, recovering from the effects of his fall, hastened to the rescue and successfully battled the man on the roof.

The Sheriff arrived. The incriminating gun that Cass had used was his evidence and he took Cass away.

"Here's your baby!" Jack handed the child over.

"My baby!" wonderingly, the girl queried, and Jack, bashful in the moment that danger had passed, murmured, "Well, you said it was yours." Peals of laughter astounded him—he looked at the girl in dismay until he realized that it was not her's but her sister's.

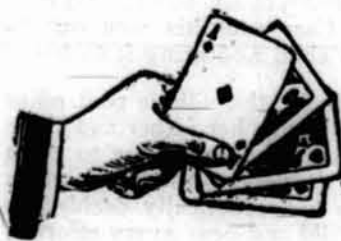
In New York the butler addressed the girl and her father seated with the baby in a luxurious library.

"Some peculiar people from the cow country."

Mary understood. Her father gazed long at Jack. Are you of the Stanfords of Vermont?" he queried. Jack nodded—the old man was delighted. "I knew you when you were a little shaver, long before you went West," he admitted.

"Your baby?" queried Jack to Mary.

She looked up with a smile and a shake of the head, "No," she answered, "ours."



PRODUCTION CUTS



(One column Cut No. 1)



(One column Cut No. 3)

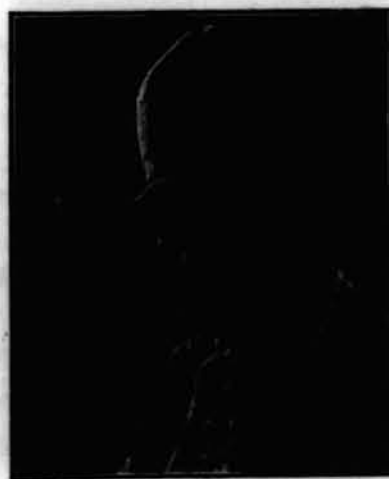


(Two column Cut No. 2)

ORDER these cuts (or mats) by number from your exchange and use them with the publicity stories (on pages 11 and 13) in your local newspapers.



(Two column Cut No. 4)



(1 col. Star Cut or Mat)

Ideas that Will Bring Big Business

STREET BALLYHOO

If you can find some man in your town who can swing a lariat, have him offer to give lariat throwing lessons at a busy corner of the street. Perhaps the athletic director of your school can help you in this stunt. Offer prizes for the boy or man who learns how to throw a lariat properly and do some special stunts with it in a stated time.

NEWSPAPER TIE-UP

Get some friendly school teacher in co-operation with one of your newspapers to run a contest among the boys in her school on "What Is The Bravest Thing A Man Can Do." Tell her the story of Jack Stanford, about his efforts to save Morgan's child, suggest she use it in the newspaper stories announcing the contest. Offer prizes for the best essay. A small cash prize, and tickets to the show will be enough.

THEATRE CONTEST

Hold an amateur night one or two weeks, or both before the opening of The Gambling Fool. This amateur night is for girls under seven years old. The child who sings or dances or recites the best will be given a box seat for the opening of The Gambling Fool, and will perform on that occasion.

ANOTHER NEWSPAPER TIE-UP

Have the same teacher, or another one, run a contest among the girls on "What Is The Bravest Thing A Woman Can Do." In this way you will get both fathers and mothers interested in the picture.

BABY CONTEST

Get your local newspaper to run a "pretty baby" contest. Do it in the name of Mary Louis Montague, the little girl in "The Gambling Fool" and start the contest off with her picture. State that she is giving the prizes for the prettiest baby in your town.

SPECIAL NEWSPAPER STORIES

"GAMBLING FOOL" ANNOUNCED FOR BIJOU

Commencing next.....days
and continuing for.....days
Manager.....of the
Bijou Theatre announces an engagement
of The Gambling Fool, a new Independent
Pictures Release.

According to Manager.....
this picture is a western photoplay of
quality and quantity, and combines all
the fascination of western life and at-
mosphere with the glamour of New York
society. It is said to be one of the most
thrilling pictures of its kind, a true ad-
venture story, replete with stirring in-
cidents and situations.

The story is by J. P. McGowan, who
is well known for his stories of love and
drama. He also personally supervised
the direction of the photoplay.

Manager.....guarantees
that there will be no "walk-outs" on this
film. In fact he goes so far as to state
that it has more thrills to the square
foot of film than any picture he has
shown for months.

The story deals with the adventures
of Jack Stanford, played by Franklyn
Farnum in his attempts to rescue the
niece of Mary Hartford from a band
of desert rats, and help her recover
property belonging to the family. Mary
mistakes Jack for a robber, naturally
enough when she awakens one night to
find him stealing the baby from its crib
by her side. Jack falls in love with
Mary, but does not understand how the
baby happens to be hers. There are
some thrilling fights with lariats, fists,
and a number of tense moments, accord-
ing to those who have already seen the
picture at private showings in New York.
The final working out of the plot with
its thrilling conclusion is declared to
furnish one of the most melodramatic
moments in pictures.

The cast includes in addition to Mr.
Farnum and Miss Dwyer, Mary Louise
Montague, a little lady of perhaps two
years old, who does some splendid act-
ing for one so young. In fact she is
quite as self-possessed as are the "old
timers" in the company.

Otto Myers plays "Stringy" Hawkins
and helps Fred Holmes furnish some
good humor in the picture. Additional
roles are taken by Harry Northrup, Jack
Pearce, Ralph Yearsley, and Jos. W.
Girard.

"THE GAMBLING FOOL" ODEON'S NEW PICTURE

There is human quality plus all kinds
of thrills, action suspense, and love in-
terest in the new picture at the Odeon
Theatre. It is called The Gambling Fool
and combines all the fascination of west-
ern life with the glamour of New York
society in a thoroughly convincing and
entertaining manner.

Of course the story is the thing in a
picture, but many an able story has been
killed in its picturization because of bad
direction, continuity, and lack of con-
sistency in progressing with the plot.
The Gambling Fool has none of these
well-known and very usual faults, since
J. P. McGowan, the author of the story
is also the director. And this picture
stands as a splendid proof of the argu-
ment that the writer of the story should
have something if not all to say about
the picturization of his story.

There was no apathy last night at the
Odeon as the large audience that seems
to be always on hand at an opening of
an Independent Pictures release watched
the thrilling adventures of Jack Stan-
ford, the Gambling Fool, ably portrayed
by Franklyn Farnum, and Mary Hart-
ford, the daughter of one of New York's
oldest families, in their efforts to save
the infant daughter of Mary's dead
sister, as well as property belonging to
her.

We wish to comment upon the splen-
did action opening of this picture. The
atmosphere of the picture is set at once
by a short but jazzy skirmish between
Jack and his pals, and the hangers-on at
the corner store. From then on one gets
the reaction that this picture has action,
action, action, in fact, nothing else but,
as they might say on Broadway.

Much of the picture's success is due
to the splendid acting of Franklyn Far-
num, always the admirable young hero.
He and Mary Hartford, well interpreted
by Ruth Dwyer have some clever and
unique situations and misunderstandings
from which to disentangle themselves,
all of which add interest and excitement
to the picture.

It would be unfair to those who have
not yet seen the picture to tell the plot
in detail. Suffice it to say that it is one
of the best, and can be characterized in
only one way—an old way, and an old
phrase, but a true one in this case never-
theless—it's the best ever.

"GAMBLING FOOL" VITAL PICTURE

One of the most vital pictures seen
this year opened a three day engagement
last night at the Apollo Theatre. It is
The Gambling Fool, a new Independent
release as full of thrills, humor, pathos,
and drama as it is possible to crowd into
several hundred feet of film.

And according to the audience of last
evening, this is the sort of picture that
picture fans want, no matter how hot
or how cold the weather. We have
watched audiences at many openings, but
it always seems to us that the most en-
thusiastic ones are always present on the
nights when an Independent Pictures
release is featured.

A rich clean story, replete with thrill-
ing incidents furnishes the basic reason
why The Gambling Fool is among those
adventure films we heartily recommend.

It was written by J. P. McGowan,
a man whose stories are known to have
the kick that never fails to thrill. In
addition to writing the story Mr. Mc-
Gowan was able to follow the picture
through and give it the valuable touch
of his own personal direction.

The picture starts right off with a
grand wallop. Yea verily, a fight in the
middle of a little Western town, between
the sheriff's men, and a group of so-
called desert rats, among whom is Jack
Stanford the "two hands on the table"
gambler. Of course Jack and his com-
panions are better men in every way,
lariat throwing, riding, and all the varied
interest of Western men, and manage to
turn a clever trick on the sheriff's men.
But for considerable film moments one
wonders whether or not this picture
isn't going to end before it begins, so
life-like and full of punch is the opening
skirmish.

Following this, one sees the peaceful
Morgan ranch, a valuable piece of prop-
erty made so by the construction of a
huge dam in the canyon. The ranch is
owned by a shiftless ignorant man,
whose wife has recently died leaving
him the care of a child barely eighteen
months old. The taxes on the Morgan
ranch are to be paid that night before
six o'clock, else the ranch is to be sold
at auction.

Mary Hartford, sister of Morgan's
dead wife arrives in town to rescue her
little niece. The situations following
are full of interest and a good bit of
live interest worked in between Jack
and Mary.

Franklyn Farnum, ever the popular
young hero plays Jack Stanford in his
usual able manner. The remainder of
the cast is well chosen.

ADVANCE NEWSPAPER SHORTS

AT PARK PLACE THEATRE

Manager..... of the Park Place Theatre announces the engagement of "The Gambling Fool" for beginning.....

This film is said to be one of the most excellent films of its kind ever screened in the city. New York critics have declared it to be a "Western thriller without a peer" according to Mgr.....

It tells a story of the adventures of Jack Stanford the man known as the Gambling Fool to help Mary Hartford, daughter of a wealthy New Yorker, save her sister's boy, and property belonging to the family. Mistaken identities are the basis for many thrilling incidents. In the end of course everything turns out well.

J. P. McGowan wrote the story and directed the picture. The cast includes Franklyn Farnum, Ruth Dwyer, Harry Northrup, Mary Louise Montague, Jos. W. Girard, Jack Pearce, Fred Holmes, Harry Myers and Ralph Yearsley.

FRANKLYN FARNUM FEATURED IN NEW PICTURE

Franklyn Farnum, the popular young screen star, is to be the feature player in "The Gambling Fool," the new picture scheduled to open a..... day engagement at the..... theatre, beginning.....

He is supported by Ruth Dwyer, who has the role of Mary Hartford, a New York society girl, who goes west in order to save her baby niece.

As Jack Stanford, Franklyn Farnum has the opportunity to assist Mary in her plans, in spite of the fact that she is led to distrust him because of a series of events planned by his enemies to influence her in the wrong direction.

The story of The Gambling Fool is from the pen of J. P. McGowan, who also directed the picture.

EXCEPTIONAL CAST IN GAMBLING FOOL

A cast of exceptional ability has been secured by Jesse J. Goldberg, president of the Independent Pictures Company, according to Manager..... to interpret the role in his new picture, The Gambling Fool, scheduled to open at the Riviera Theatre next.....

Everyone will recall Franklyn Farnum who has played the hero in many a thrilling pictures released by Independent Pictures. Always the gallant young hero, ready to help a lady in distress, as well as to beat a man in a fair fight, be it with cards or fists, Farnum has developed a great following among the fans.

He will be supported by Ruth Dwyer, a newcomer to the screen, but a young woman of unusual promise and beauty. Farnum has the role of Jack Stanford, the young gambler, who assists Mary Hartford, the role played by Ruth Dwyer to save her sister's child, and property belonging to the baby. In so doing Jack is mistaken for an enemy, and a thrilling situation develops.

The story was written by J. P. McGowan, who also directed the picture. The remainder of the cast includes Otto Myers, Fred Holmes, Harry Northrup, Jack Pearce, Ralph Yearsley, Jos. W. Girard, and Mary Louise Montague.

INDEPENDENT PICTURES HAS NEW PLAY

Independent Pictures Corporation, the organization that will be remembered for such excellent pictures as "Valley of Lost Souls," the Nick Carter Series "Devil's Partner", "Crashing Courage," Calibre 45, Border Intrigue, are the producers of the new picture "The Gambling Fool" now on view at the Criterion Theatre.

The picture is said to be a thrilling western drama, made from an original story written by J. P. McGowan.

The cast includes Franklyn Farnum, Ruth Dwyer, Ralph Yearsley, Otto Myers, Mary Louise Montague, and others.

It will continue today and tomorrow.

FRANKLYN FARNUM A PHILOSOPHER

Franklyn Farnum, the popular young screen hero featured in The Gambling Fool scheduled to open at the Rialto Theatre next..... is noted among his co-workers as a philosopher. Not one of the objectionable kind, but one ready with a helpful thought or explanation of a difficult thing.

For instance take fear. Fear, says this young daredevil of the screen just IS. But fear is a thing to be tackled, to be torn apart, to be dissected. Then the chances are one won't be afraid of the particular thing in mind at ail, declares Farnum.

"When I have to do some dangerous stunt on horseback or cross a canyon on a thin rope, or any other so-called dangerous stunt," he says, "I always follow out this method of reasoning. I know it is fear I'm afraid of, not the thing itself. I think this is the trouble with most people. To fear is foolish when you can fight the thing out and nine cases out of ten vanquish not only the fear OF FEAR, but the fear of the thing in question."

The Gambling Fool is an Independent Pictures release. The remainder of the cast includes Ruth Dwyer, Otto Myers, Mary Louise Montague, child actress, Ralph Yearsley, and others of well-known reputation.

It was written and directed by J. P. McGowan.

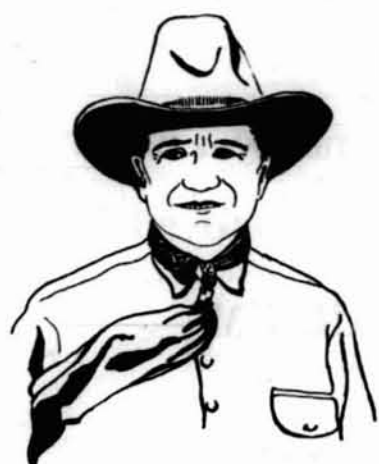
CHILD ACTRESS AT RIALTO

One of the most attractive bits in pictures is the small parts in The Gambling Fool, now playing at the Rialto Theatre, done by a youngster barely two years old called Mary Louise Montague. Mary Louise is a real actress, in fact she goes through her diminutive role as if she were an old "trooper." She cries just at the right moment, and sleeps cherubically when sleep is required, but all the while you know she is quite conscious of her big responsibilities as an actress.

The Gambling Fool is a western picture full of thrills. Franklyn Farnum, Ruth Dwyer, and other well-known people are in the cast.

The story is from the pen of J. P. McGowan. It will continue today and tomorrow.

ADVERTISING CUTS



JESSE J. GOLDBURG
presents
FRANKLYN FARNUM
in
'THE GAMBLING FOOL'
A J.P. MCGOWAN PRODUCTION

(1 col. Ad Cut or Mat A)

ORDER these ad cuts (or mats)
by number from your ex-
change. Use with them the catch
lines that appear on page 17 of
this book and play up the cast.

And here's a tip—if you hand in
your publicity stories at the same
time that you place the ads, you're
pretty sure of a good break on
both.



JESSE J. GOLDBURG
presents
FRANKLYN FARNUM
in
'THE GAMBLING FOOL'
WITH AN ALL STAR CAST
A J.P. MCGOWAN PRODUCTION

(1 col. Ad Cut or Mat B)



JESSE J. GOLDBURG
presents
FRANKLYN FARNUM
in
'THE GAMBLING FOOL'
WITH RUTH DWYER
A J.P. MCGOWAN PRODUCTION
(2 col. Ad Cut or Mat A)



JESSE J. GOLDBURG
presents
FRANKLYN FARNUM
in
'THE GAMBLING FOOL'
WITH RUTH DWYER
A J.P. MCGOWAN PRODUCTION
(2 col. Ad Cut or Mat B)



SNAPPY TYPE ADS



Franklyn Farnum

The versatile western star

Gambols in

"The Gambling Fool"

All this Week

At the

BROADWAY THEATRE

(1 col. suggested Type Ad)

SEE HOW

The Cleverest Gamblers of All Time Were Fooled

—By—

FRANKLYN FARNUM

—When—

The Smashing Photodrama Comes to the

ISIS THEATRE

NEXT SUNDAY

(2 col. suggested Type Ad)

DON'T MISS

The Fastest Western Drama of the Year

"THE GAMBLING FOOL"

—Starring—

FRANKLYN FARNUM

—With—

Harry Northrup, Ruth Dwyer, and Jos. W. Girard

"FOUR ACES DON'T ALWAYS WIN!"

* * * *

TUESDAY, WEDNESDAY & THURSDAY

—At the—

PALACE THEATRE

(2 col. suggested Type Ad)

THE PICTURE

YOU HAVE WAITED FOR

"The Gambling Fool"

—With—

Franklyn Farnum

"Could You Bluff Your Way

With a Pair of Deuces?"

Now playing at the

EGYPTIAN THEATRE

(1 col. suggested Type Ad)

Catchlines That Tell The Story



Drama - Love - The Gambling Fool
at the.....



Life - Chance - The Gambling Fool
at the.....

The Gambling Fool - A Western Thriller Without A Peer at the
.....Theatre.

Do you need a tonic—See The Gambling Fool at the
.....Theatre.

Thrills - A Dramatic Wallop - Love Interest Personified -
See The Gambling Fool.

The Newest Thrill - The Gambling Fool at the.....Theatre

The Gambling Fool - A Picture With More Wallop Than
Jack Dempsey.

More Romance Than Moonlight - More Thrills Than A Horse-
race - See The Gambling Fool.



THE SLIDES



SLIDE A

NEVER forget that your screen is an advertising medium for which others are glad to pay.

And there's no better way in the world of advertising **THE GAMBLING FOOL** to your regular patrons than by showing these beautifully colored slides for several days before you run the pictures.



SLIDE B

A
JESSE J. GOLDBURG
PRODUCTION

Villain Theme:

"THE SLIMY VIPER"

By G. Borch.

MUSICAL SETTING

for

"THE GAMBLING FOOL"

A
ZIVELLI
MUSIC CUE
SHEET

See NOTE.

No.	Time	Cue	Selection.	Tempo.	Scene—Remarks
1.	¾	D At screening	A.B.C. No. 11, E. Luz, Western Intermezzo	2/4 Allegretto	Introductory titles.
2.	¾	D Town scene— EXCITEMENT	Same set—Play B2 and C3	4/4 Allegro 2/4 Presto.	Jack and pals battle gang.
3.	1	T Call off your dogs	Dram. Recitative No. 2, S. L. Levy	4/4 DRAMATIC	Jack argues with Bud.
4.	1½	T Ignorance	Gray Days, Johnson. (Chappell)	4/4 Mod. Andante	George MUST pay taxes or lose ranch.
5.	¾	T It is easy to guard	VILLAIN THEME	4/4 Allo. DRAM.	CASS gives order to Bud.
6.	2	T While in New York	Nightfall, Kempinski. (Photo Play).	4/4 Andante	Mary and dad. Will aid George.
7.	2	T The old section of the town	Panquita, Robyn (Feist)	2/4 SPANISH allegretto.	Jack and pals dine.
8.	¾	D Bud with poker chips on table	Ein Marchen, Bach. (Fischer)	3/4 SUSPENSE moderato.	George plays Bud and gang. Jack in game.
9.	¾	T Plump's curves	The Verdict, Zamecnik. (Fox)	3/4 Moderato then DRAM.	Jack wins deed to ranch.
10.	¾	T Morgan's got no right	FUGA., G. Marie. (Ricordi)	2/4 PRESTO. —chase—	Jack rushes to pay taxes. CASS SHOOTS George.
11.	1¼	T The end of a tire- some journey	Fan Flirtation, Jackson. (Church)	2/4 Allegretto. —omit intro.	Mary arrives in town.
12.	1¼	T Where is my brother-in-law?	Dramatic Lamento, Berge. (Jungnickel)	4/4 Lento.	CASS tells Mary Jack killed George.
13.	¾	D Fade to ranch	Baby Dreams, Hurst. (Hawkes)	4/4 Allegretto	Jack and pals on ranch. Find George's baby.
NOTE: At T—A cry for help—DRUMMER IMITATE BABY CRY.					
14.	½	D Fade to CASS	VILLAIN THEME.		CASS and Mary.
15.	¾	D Grocery store	Spring Thoughts, Salzer. (Witmark)	6/8 Allegretto.	Jack meets Mary.
16.	½	D Bud & gang at ranch	Allo. Agitato No. 1, Kiefert. (Belwin)	2/4 Allegro (open pp)	Bud steals baby. FIGHTS Stringy.
17.	1¼	D Interior—Mary in room	Prelude Melodique, Fauchey. (Manus)	4/4 Heavy Andante.	Baby to Mary. Bud ANNOYS her.
18.	¾	T And as the moon rose	Intermezzo Serio, Becce. (Manus)	4/4 Misterioso. 4/4 Andante Con Moto.	Jack returns for baby. Mary learns Jack is not murderer.
19.	¾	D Ranch: interior	Repeat No. 13.	4/4 Allegretto.	Pals and baby.
20.	1½	T Morning found Mary's faith	VILLAIN THEME.		CASS annoys Mary.
21.	8¾	D CASS fights Bud	Mill on the Cliff, Reissiger. (Fischer) Segue. Narcissus Overture, Schlepegrell.	4/4 Allegro 2/4 ALLEGRO	CASS kills Bud. Mary escapes. CASS follows. FIGHTING.
22.	1¼	D Mary with baby CASS on scene	VILLAIN THEME.		Annoys Mary. Jack thrashes him.
23.	¾	D CASS beaten	Finale, G. Becce. (Manus)	3/4 And. DRAM.	CASS arrested.
24.	3	T Looks like our gambling	Little Lady, M. Klein. (Witmark)	6/8 Allegretto	Pals visit Mary in her N. Y. home.
25.	1	D Jack goes to Mary —aside—	I LOVE YOU, Archer. (Feist)	4/4 Pop. LOVE Moderato.	Love scene.

THE END.

NOTE. Length: 5 reels. Total time when scored 53½ minutes.

Character: Western drama with comedy spots. A PLEASING PLAY.

Villain Theme: A 4/4 Allo. mod. misterioso, published by Belwin.

PLEASE read this ZIVELLI CUE SHEET slowly and you will be able to substitute your own numbers and play EFFECTIVELY for this feature at its FIRST showing in your theatre.

STORY in BRIEF: Bud and his gang try to chase out of "their" town three newcomers and pals—JACK STANFORD (Franklyn Farnum)—Plump Parker and "Stringy" Hawkins. But Jack outwits them. "Lightning" CASS (Harry Northrup), the villain—uses BUD to trick GEORGE Morgan into losing his ranch, which has become valuable due to new irrigation dam being built. George has until six o'clock to pay taxes or he will lose ranch. He gambles Bud and gang hoping to win the necessary money. Jack knowing Bud will CHEAT enters game and wins the deed to ranch. Jack arrives at the collector's office in time but after being CHASED by Bud. CASS in anger KILLS George. Mary Hartford (Ruth Dwyer) arrives from the East to help her brother-in-law (George), but is told by CASS that Jack killed him. Jack and pals find George's baby on ranch and care for it. Mary learns that Jack has deeded ranch to the baby (her niece) and is sure Jack is not murderer. She escapes from CASS when he annoys her, but he FOLLOWS her to the ranch where he receives a good drubbing from Jack. Mary returns East with the baby—soon the pals visit her—for Mary and Jack love each other.

List of Accessories for "THE GAMBLING FOOL"

Press Book

Star Photos

50 8x10 Production Stills

8 11x14 Lobby Display

2 22x28 Lobby Display

Oil Paintings

An Action Trailer

2 Hand Colored Slides

Music Cue Sheet

2 Herald Cuts

2 One-Sheets

1 Three-Sheet

1 Six-Sheet

2 One Col. Scene Cuts & Mats

2 Two Col. Scene Cuts & Mats

2 One Col. Ad Cuts & Mats

2 Two Col. Ad Cuts & Mats

Star Cuts and Mats

The 22x28 Lobby Cards



7

Colors



**HE DREW A
QUEEN**



**AGAINST A
PAIR OF DEUCES**

INDEPENDENT
PICTURES

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POSTERS

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PICTURES

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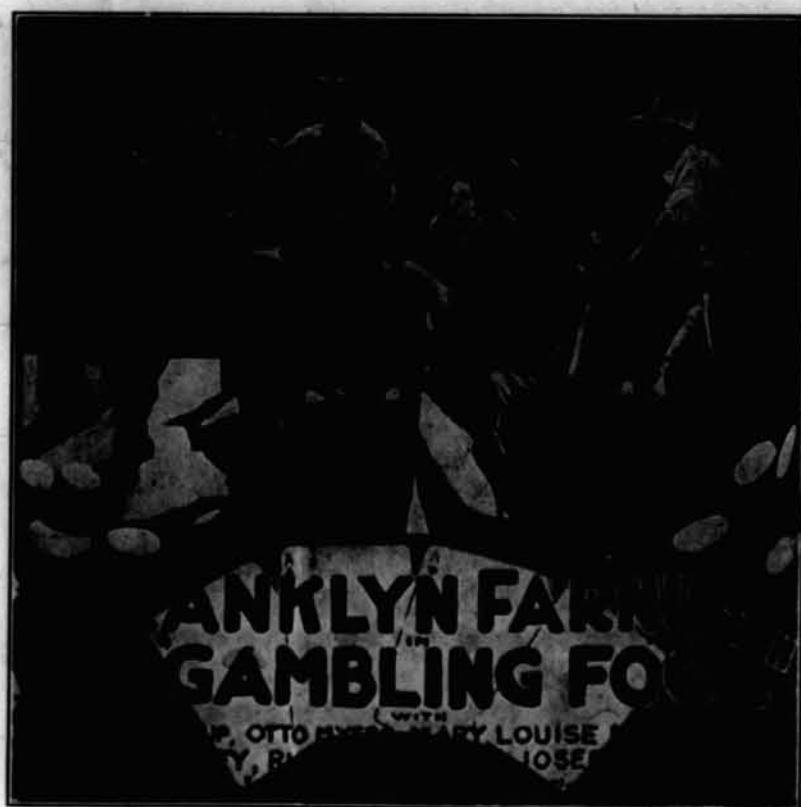
ONE SHEET A

THE lithographs shown here are reproduced from hand painted oil sketches and give you but a suggestion of the actual finished posters.

Colorful and compelling, their generous use will spell many extra admissions at your box office.



ONE SHEET B



SIX SHEET

JUN -5 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Independent Pictures Corporation

The Gambling Fool - 5 reels

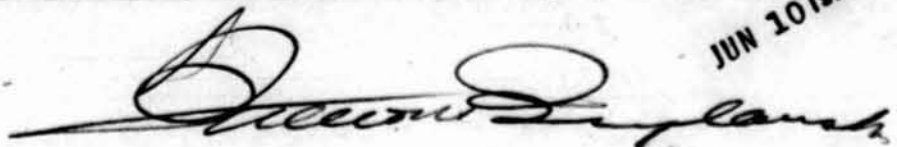
Respectfully,

FULTON BRYLAWSKI

The Independent Pictures Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
The Gambling Fool	6-5-25	©CIL 21539

The return of the above copies was requested by the said
Company, by its agent and attorney on the 5th day of
June, 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.



JUN 10 1925

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